

3 1761 11635267 5

Government
Publications

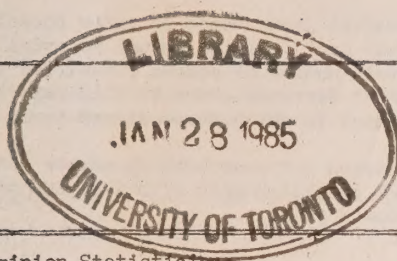
63-D-83A

Canada. Statistics.
Retail merchandise trade in Prince
Edward Island. 1941

D-83A

Published by Authority of the HON. JAMES A. MACKINNON, M.P.,

Minister of Trade and Commerce

Government
PublicationsDEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
OTTAWA, CANADA

Dominion Statistician:

S. A. Cudmore, M.A., (Oxon.), F.S.S., F.R.S.C.

Series, 1941
No. 8

Price 25 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN PRINCE EDWARD ISLAND, 1941
(Preliminary Report)

Retail sales in Prince Edward Island totalled \$14,952,600 through 834 retail stores in 1941 according to preliminary compilations for the Census of Merchandising and Service Establishments. This represents an increase of 9 per cent in dollar volume of business over 1930, the only other year for which complete retail trade statistics are available. Payroll to employees in retail stores, but exclusive of proprietors' earnings, amounted to \$1,115,300 in 1941 while retail inventories at the end of the year were valued at \$3,262,400.

Included in the total figures for 1941 were 351 stores classified broadly as belonging to the food group and including such types of retail outlets as grocery stores, combination stores (selling both groceries and meats), meat markets, etc., which deal chiefly although not exclusively in food products. These stores had sales of \$2,730,000 in 1941, an increase of 28 per cent over the volume of business transacted by this group in 1930. Included in the food group were 256 grocery stores with \$1,710,400 sales, up 21 per cent over the business transacted by 204 grocery stores in 1930. The increase for combination stores was much greater. There were 28 combination stores in the province in 1941 with sales of \$601,600, up 160 per cent over the corresponding sales volume as recorded in the 1930 census. On the other hand, a decline of 16 per cent was recorded for stores dealing in meat products without a grocery department.

There were 184 stores classified as country general stores in 1941 with sales of \$3,687,900 compared with 168 stores and \$3,253,200 sales in 1930. Country general stores are defined as stores carrying a general line of merchandise and located in places of less than 2,000 population.

Department stores, variety stores and other stores carrying a general line of merchandise but differentiated from country general stores on account of the size of locality in which they are situated are classified broadly for census purposes as belonging to the General Merchandise Group. There were 16 stores in this group with \$2,537,300 sales in 1941, up 10 per cent over the volume of business transacted by 8 stores in 1930.

There were 87 establishments engaged in some phase of the automotive trade and assigned to the automotive group of establishments. These had sales of \$1,589,600 in 1941, down 19 per cent from the business transacted by 76 establishments as recorded in the results of the census taken eleven years ago. In this connection it should be pointed out that comparisons between figures for the two periods are distorted in some instances by changes in definition and methods of classification. Some stores transact business on both a wholesale and retail basis and only those stores which transact business chiefly on a retail basis are included in the retail section of the Census. Establishments operating chiefly as wholesale businesses are included in the wholesale trade reports. Slight changes in the relative proportions of retail and wholesale business transacted may have necessitated their transference from one section of the census reports to another. This factor is of considerable importance in interpreting the apparent trend for the automotive group in Prince Edward Island, a number of firms which were included in the retail census in 1930 having been assigned to the wholesale trade section in 1941.

The apparel group of stores included 42 stores with \$1,191,500 sales in 1941, down 8 per cent in volume of business from the \$1,298,600 sales recorded by 52 stores in 1930. Included in the totals for 1941 were 17 stores specializing in men's wear with \$250,000 sales, 4 stores selling both men's and women's wear with \$567,100 sales, 13 women's specialty shops with \$163,100 sales and 8 shoe stores with \$221,300 sales.

Firms dealing chiefly in furniture or household appliances, musical instruments or other household requirements transacted business to the value of \$143,700 in 1941, down 65 per cent from the amount recorded in 1930. Here again consideration must be given to the probability that a certain number of stores classified in this group in 1930 were assigned to another group in 1941, so that the apparent decrease shown in this report cannot be taken as indicative of the trend in the total sales of the commodities in which these stores deal.

Conforming with the results for other provinces, there was a marked increase both in number and sales of establishments assigned to the restaurant group. There were 29 such establishments with \$457,200 sales in 1941 compared with 19 establishments and \$141,900 sales in the earlier census year.

Chain Stores

There were 7 units of chain store companies operating in Prince Edward Island in 1941 and these had sales of \$484,900 or 3.2 per cent of the total sales of all stores including both chains and independents. In 1930 there were 11 chain units with \$673,300 sales, an amount which formed 4.9 per cent of the total trade in that year.

For census purposes, chains are taken to include all firms having four or more retail outlets with the exception of department stores and mail-order houses. All department stores and mail order houses or offices are classified for census purposes as independents irrespective of the number of units operated by any one firm. Only corporate chains are included. Voluntary chains in which the stores are grouped for buying or advertising purposes but where each store is independently owned are classified as independents rather than as chains.

Scope of Report

This report is one of a series presenting results of the Census of Merchandising and Service Establishments, 1941. This census was taken by mail, the mailing list for the purpose having been prepared by the Population Census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. The operations of these types of service establishments coming within the scope of the census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in the course of preparation.

Supplementary Reports

The results summarized in the preceding sections relate to regular established retail places of business. In addition, reports were received from a large number of persons who either had no established place of business or else did not devote their full time to retail trading. Reports were received from 121 firms with total annual sales of \$100,900 in 1941. Itinerant operators dealing in medicinal preparations, agents for women's made-to-measure garments and farm implement agents having no established places of business form the most common types included in these supplementary figures.

PRINCE EDWARD ISLAND--LIST OF TABLES

Table 1. PRINCE EDWARD ISLAND--Retail Merchandise Trade, by Kinds of Business.

Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941.

Table 2. PRINCE EDWARD ISLAND--Retail Merchandise Trade, by Counties and Incorporated Places of 1,000 Population or Over, 1941.

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business.

Table 3. PRINCE EDWARD ISLAND--Summary of Retail Merchandise Trade by Counties and Incorporated Places of 1,000 Population or Over.

Comparison of Stores and Sales for 1930 and 1941.

Table 1. PRINCE EDWARD ISLAND--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	851	834	\$ 13,773,700	\$ 14,952,600	+ 8.6	\$ 1,115,300	\$ 3,262,400
Total Comparable Stores (1)	758	828	13,635,700	14,863,600	+ 9.0	1,110,600	3,244,400
Food Group	316	351	2,132,100	2,730,000	+ 28.0	114,500	398,300
Bakery products stores (2)	7	3	7,200	3,200		-	100
Candy and confectionery stores	33	21	141,700	109,400		6,100	10,700
Dairy products dealers (3)	2	3	(x)	(x)		(x)	(x)
Fruit and vegetable stores	-	3	-	10,500		(x)	(x)
Grocery stores (without fresh meat)	204	256	1,415,900	1,710,400	+ 20.8	66,700	328,100
Combination stores (groceries and meats)	20	28	231,700	601,600	+159.6	25,000	49,500
Meat markets (including sea foods)	48	36	328,400	274,500	- 16.4	16,200	8,300
Other food stores	2	1	(x)	(x)		-	-
Country General Stores	168	184	3,253,200	3,687,900	+ 13.4	185,000	1,061,300
General Merchandise Group	8	16	2,304,900	2,537,300	+ 10.1	282,300	584,400
Automotive Group (4)	76	87	1,960,700	1,589,600	- 18.9	94,300	216,600
Motor vehicle dealers (4)	21	10	1,608,800	876,400		49,700	182,900
Accessory, tire and battery shops	3	3	11,500	16,100		3,400	500
Garages	29	26	175,000	200,200		18,500	16,800
Filling stations	23	48	165,400	496,900		22,700	16,400
Apparel Group	52	42	1,298,600	1,191,500	- 8.2	115,400	352,700
Men's and boys' clothing and furnishings stores	33	17	248,300	250,000		15,800	55,300
Family clothing stores	6	4	797,500	567,100		78,100	139,600
Women's apparel and accessories stores	8	13	58,600	165,100		11,300	39,000
Shoe stores	5	8	194,200	221,300		14,200	118,800
Building Materials Group	11	17	429,600	703,700		84,700	231,700
Hardware stores	4	8	85,300	497,500		58,500	180,900
Lumber and building material dealers	3	4	244,400	144,500		15,600	34,400
Electrical supply stores	2	1	(x)	(x)		(x)	(x)
Heating and plumbing equipment dealers	2	3	(x)	(x)		(x)	(x)
Paint, glass and wallpaper stores	-	1	-	(x)		(x)	(x)
Furniture--Household--Radio Group	13	10	406,200	143,700	- 64.6	12,100	34,500
Furniture stores	1	2	(x)	(x)		(x)	(x)
Household appliance or radio dealers	7	6	124,900	87,800		9,200	22,300
Other home furnishings and appliance stores ...	5	2	(x)	(x)		(x)	(x)
Restaurant Group	19	29	141,900	457,200	+222.2	63,500	18,200
Other Retail Stores (5)	185	92	1,840,800	1,867,500	- 1.5	155,500	357,000
Feed stores	10	8	423,300	225,800		15,200	46,900
Harness shops	6	2	11,000	(x)		(x)	(x)
Book and stationery stores	-	3	-	92,300		12,300	36,100
Coal and wood yards (ice dealers)	9	15	483,400	619,400		40,800	26,300
Drug stores	20	23	352,600	529,700		36,200	140,600
Florists	3	1	20,100	(x)		(x)	(x)
Jewellery stores	9	10	97,600	123,200		17,600	43,200
Newsdealers	2	2	(x)	(x)		(x)	(x)
Newsdealers and smallwares	3	-	41,500	-		-	-
Office, store and school furniture equipment and supplies	1	1	(x)	(x)		(x)	(x)
Opticians and optometrists	3	4	29,200	28,400		4,600	10,400
Sporting goods stores	3	9	13,700	47,100		3,600	4,700
Tobacco stores and stands	22	7	174,500	37,000		9,400	19,400
Unclassified kinds of business	3	6	5,700	44,200		4,000	7,700
Second-Hand Group	3	6	5,700	44,200		4,000	7,700

(1) Excludes milk dealers and farm implement dealers.

(2) Exclusive of manufacturing bakeries. In addition to the sales reported here, retail sales of manufacturing bakeries were reported at \$66,400 in 1941.

(3) Exclusive of manufacturing dairies. In addition to the sales reported here, retail sales of manufacturing dairies were reported at \$307,400 in 1941.

(4) Figures for 1930 include a number of establishments assigned to the wholesale census in 1941.

(5) Group total includes a number of kinds of businesses for which separate figures are not shown.

Table 2. PRINCE EDWARD ISLAND--Retail Merchandise Trade, by Counties and Incorporated Places of 1,000 Population or Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Locality	KIND-OF-BUSINESS GROUPS													
	All Stores TOTAL		Food Group		Country General Stores		General Merchandise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
TOTAL, PRINCE EDWARD ISLAND	834	14,953	351	2,730	184	3,688	16	2,537	87	1,590	42	1,192	17	704
KINGS	160	1,748	72	243	50	1,305	2	(x)	13	54	5	22	3	12
Souris	18	499	8	53	3	376	2	(x)	-	-	1	(x)	-	-
Remainder of County	142	1,249	64	190	47	929	-	-	13	54	4	(x)	3	12
PRINCE	252	5,338	100	894	63	1,431	6	(x)	26	431	6	59	2	(x)
Summerside	57	3,130	26	507	-	-	4	1,827	9	342	3	53	1	(x)
Remainder of County	185	2,209	74	387	63	1,431	2	(x)	17	139	3	6	1	(x)
QUEENS	422	7,867	179	1,593	71	952	8	679	48	1,055	31	1,110	12	(x)
Charlottetown	244	6,466	104	1,328	-	-	8	679	26	900	30	(x)	10	683
Remainder of County	178	1,400	75	265	71	952	-	-	22	155	1	(x)	2	(x)

						INDIVIDUAL KINDS OF BUSINESS (Included also in Group Totals)										
Furniture Household-Radio Group		Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores		
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1.	10	\$ 144	29	\$ 457	98	1,912	284	2,312	10	\$ 876	48	\$ 497	26	\$ 200	23	\$ 530
2.	2	(x)	1	(x)	12	66	58	199	-	-	7	37	6	17	3	27
3.	-	-	1	(x)	3	25	5	38	-	-	-	-	-	-	1	(x)
4.	2	(x)	-	-	9	41	53	161	-	-	7	37	6	17	2	(x)
5.	3	14	15	157	31	462	80	764	3	252	13	141	8	73	8	231
6.	1	(x)	7	97	16	294	15	399	3	252	3	54	1	(x)	3	84
7.	2	(x)	8	61	15	168	65	365	-	-	10	87	7	(x)	5	147
8.	5	(x)	13	(x)	55	1,384	146	1,348	7	625	28	320	12	111	12	271
9.	5	(x)	11	286	50	1,364	80	1,123	6	(x)	13	191	7	100	12	271
10.	-	-	2	(x)	5	20	66	225	1	(x)	15	129	5	11	-	-

Table 3. PRINCE EDWARD ISLAND--Summary of Retail Merchandise Trade by Counties and Incorporated Places of 1,000 Population or Over

Comparison of Stores and Sales for 1930 and 1941

Locality	Population		Number of Stores		Net Sales		
	1931	1941	1930	1941	1930	1941	Per cent Change
TOTAL, PRINCE EDWARD ISLAND	88,038	95,047	851	834	\$ 13,773,700	\$ 14,952,600	+ 8.6
KINGS	19,147	19,415	179	160	1,726,000	1,748,000	+ 1.3
Souris	1,063	1,114	17	18	270,200	499,300	+ 84.8
PRINCE	31,500	34,450	272	252	5,118,000	5,338,100	+ 4.3
Summerside	3,759	5,034	61	67	2,845,500	3,129,500	+ 10.0
QUEENS	37,391	41,142	400	422	6,929,700	7,866,500	+ 13.5
Charlottetown	12,351	14,821	221	244	5,823,500	6,466,400	+ 11.0

